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ZoneKids

ZoneKids is an Egyptian free-to-air children's television channel that launched on **June 27, 2025**. The channel focuses on nostalgic, educational, and entertainment programming tailored to children and families in the Arab world. It revives classic shows from the 2000s and early 2010s, and it has quickly become popular among nostalgic audiences and new viewers alike.

ZoneKids

Country	Egypt
Broadcast area	Middle East and North Africa
Headquarters	Cairo, Egypt
Programming	
Language(s)	Arabic
Picture format	4:3 (576i, SDTV)
Ownership	
Owner	Zone Media Group
History	
Launched	June 27, 2025
Links	
Website	www.zonekids.eg (https://www.zonekids.eg)

Programming

ZoneKids airs a curated mix of old and new children's shows, Egyptian-dubbed international cartoons, original series, and family-friendly entertainment content. The channel features:

- Classic Arabic-dubbed cartoons from the 1990s and 2000s
- Educational and musical kids' programs
- Original Egyptian kids' shows
- Reruns of classic ads and commercial bumpers from early Arab children's TV

Breaks / Commercial Breaks

ZoneKids has a dedicated branding strategy during its breaks and commercials to evoke nostalgia and maintain viewer engagement. These include:

- **Nostalgia Breaks**: Styled bumpers that resemble 2000s-era kids TV visuals using bright colors, 3D fonts, sound effects, and early CGI animations.
- **Ad Replay Vaults**: Short segments replaying iconic Egyptian and Arabic commercials from the 2000s (e.g. toy ads, snacks, drinks, baby dolls).
- **Zone Bumpers**: Quick interstitials branded with the ZoneKids logo and audio jingles in retro 2000s MIDI styles.
- **Mini Nostalgia Blocks**: Short themed commercial blocks like "Snack Time 2003", "Cartoon Ad Hour", or "Toy Surprise 2010".

Branding

ZoneKids uses a combination of:

- Rainbow gradients and bubbly retro graphics

- MIDI-based background music
- Mascot characters styled after early-2000s TV
- Voiceovers in Egyptian Arabic reminiscent of 2000s kids channels

Reception

The channel has been praised for its authentic nostalgic design and cultural relevance in reviving a golden era of Arab children's television. ZoneKids rapidly gained a cult following among millennials and Gen Z audiences who grew up watching similar content.

See also

- Spacetoon
- Toyor Al Janah
- MBC 3
- JeemTV
- Nostalgia TV (Egypt)
- List of Arabic children television series

External links

- Official website (https://www.zonekids.eg)
- ZoneKids on YouTube (https://www.youtube.com/@ZoneKidsTV)

References

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